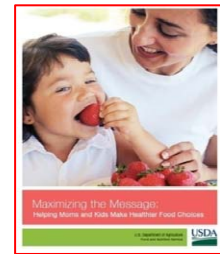


Description of Core Nutrition Message Webinar

Helping Elementary-School Age Kids and Moms Make Healthier Food Choices

Thursday, April 2, 2009

2:00 pm–3:30 pm Eastern Time



Description

Join us at this webinar to learn more about the rationale and developmental process for messages targeting mothers of elementary school children and kids age 8-10 years. Hear about research that supports the need for messages that motivate mothers to make fruits, vegetables and low-fat milk products available and accessible at home and how doing so makes it easier for kids to eat healthier too! Speakers will also discuss findings from focus groups with 8 to 10 year old children, and how these findings influenced the resulting nutrition messages. You will hear ideas about how to use the messages to support efforts to increase consumption of fruits, vegetables and low-fat milk products and how your colleagues in other States are putting the messages and supporting content into practice!

Objectives:

After participating in these sessions you will be able to:

- ◆ Communicate the rationale for and the audience-centered approach used in creating the messages and supporting content.
- ◆ Use the core nutrition messages and supporting content in theory-based nutrition education interventions and nutrition communication targeting mothers of elementary school children and children ages 8-10 years.
- ◆ Apply lessons learned from the focus group research to improve communication with low-income mothers and kids.

Speakers:

Helen Chipman, PhD, RD

Helen is **National Program Leader for Food and Nutrition Education** with the Cooperative State Research, Education and Extension Service (CSREES) of USDA. She works in the Families, 4-H and Nutrition Unit and is located in Washington, DC. In this capacity, she has oversight for Expanded Food and Nutrition Education Program (EFNEP) and other low-income nutrition education programming conducted through land-grant universities. Helen has had a long and distinguished career through the university and federal systems. She joined the CSREES as National Program Leader in 2007.

Judy F. Wilson, MSPH, RD is **Senior Nutrition Advisor** with the USDA Food and Nutrition Service, Office of Research and Analysis (ORA) located in Alexandria, Va. Judy initiated the development of the core messages and was member of the workgroup and FNS team that formulated the messages. Judy joined FNS in 1999 and is responsible for initiating the State Nutrition Action Plans, National Nutrition Conference, Eat Smart Play Hard, and other initiatives. She is a public health nutritionist and has worked at the Federal, State, and local levels with programs such as the WIC, Child Nutrition, Farmers' Market and Commodity Food Programs.

Alicia H. White, MS, RD, is a **Nutritionist** with the USDA Food and Nutrition Service, Supplemental Food Programs Division (WIC). Alicia served as the Project Officer for the Core Message Initiative providing leadership to this effort and managing contract support activities. Alicia has over 12 years of experience in community/public health nutrition and has worked with WIC, Supplemental Nutrition Assistance Program (Food Stamp Program), Cooperative Extension Service and EFNEP at the county, State and Federal levels. In addition to the core nutrition message project, Alicia helped guide the development of messages for Virginia's FIT WIC project, lead the development and launch of the Food Stamp Nutrition Connection resource system and provided technical assistance in developing the SNAP online photo gallery.